

IN THE CLAIMS:

Claims 1-13 are pending in this application as follows:

1. (Previously Presented) A liquid crystal display device, comprising:
 - a transmissive type liquid crystal display panel which sandwiches a liquid crystal layer between a pair of substrates; and
 - a backlight arranged at a back face of the liquid crystal display panel and having a light source and a reflector, wherein the liquid crystal display device is capable of performing as a transmissive display which uses light from the light source and as a reflective display which uses external light incident from a front face side of the liquid crystal display panel by reflecting the external light on the reflector,
 - the improvement being characterized in that a polarizer is arranged between the back-face-side substrate of the pair of substrates and the backlight, the polarizer being formed to absorb polarized light having a predetermined polarization direction,
 - at least two or more light diffusion layers are arranged between the back-face-side substrate of the pair of substrates and the reflector of the backlight, the at least two or more light diffusion layers including a first diffusion layer and a second diffusion layer, and
 - a prism sheet is arranged between the first diffusion layer and the second diffusion layer.
2. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion plate or a diffusion sheet.
3. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion tacky adhesive material.
4. (Original) A liquid crystal display device according to claim 1, wherein at least one of the light diffusion layers is constituted of a diffusion film.

5. (Previously Presented) A liquid crystal display device, comprising:
- a transmissive type liquid crystal display panel which sandwiches a liquid crystal layer between a pair of substrates,
 - a light source,
 - a light guide body which is arranged at a back face side of the liquid crystal display panel and on which light from the light source is incident, and
 - a reflector which is arranged at a back face of the light guide body, wherein the liquid crystal display device is capable of performing as a transmissive display which uses light from the light source and as a reflective display which uses external light incident from a front face side of the liquid crystal display panel by reflecting the external light on the reflector,
- the improvement being characterized in that a polarizer is arranged between the back-face-side substrate of the pair of substrates and the light guide body, the polarizer being formed to absorb polarized light having a predetermined polarization direction,
- at least two or more light diffusion layers are arranged between the back-face-side substrate of the pair of substrates and the light guide body, the at least two or more light diffusion layers including a first diffusion layer and a second diffusion layer, and
- a prism sheet is arranged between the first diffusion layer and the second diffusion layer.
6. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
- the light diffusion layer being arranged between the back-face-side substrate and the polarizer.
7. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
- a diffusion tacky adhesive material being arranged between the back-face-side substrate and the polarizer as at least one of the light diffusion layers.

8. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
 - at least one of the light diffusion layers being arranged on a surface of the polarizer at a side where the light guide body is positioned.
9. (Previously Presented) A liquid crystal display device according to claim 5, wherein the polarizer is provided with an antiglare layer as the light diffusion layer.
10. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
 - a reflection polarizer arranged between the polarizer and the light guide body, and
 - the light diffusion layer being arranged between the polarizer and the reflection polarizer.
11. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
 - a reflection polarizer arranged between the polarizer and the light guide body, and
 - a diffusion tacky adhesive material arranged between the polarizer and the reflection polarizer as at least one of the light diffusion layers.
12. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes
 - a reflection polarizer arranged between the polarizer and the light guide body,
 - at least one of the light diffusion layers being arranged between the back-face-side substrate and the polarizer, and
 - at least one of the light diffusion layers being arranged between the polarizer and the reflection polarizer.
13. (Previously Presented) A liquid crystal display device according to claim 5, wherein the liquid crystal display device includes a diffusion plate or a diffusion sheet which acts as one of the light diffusion layers and the diffusion plate or the diffusion sheet is

arranged at a position closest to the light guide body among the at least two or more light diffusion layers.